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Total Number of Pages in This Submission

Application Number	10/757166
Filing Date	1/13/2004
First Named Inventor	Edward B. Keller
Art Unit	3694
Examiner Name	Susanna M. Meinecke Diaz
Attorney Docket Number	

ENCLOSURES (Check all that apply)

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Remarks

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	Mayer, Brown, Rowe & Maw LLP		
Signature			
Printed name	Victoria Friedman		
Date	4/26/2007	Reg. No.	58,853

CERTIFICATE OF TRANSMISSION/MAILING

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below:

Signature			
Typed or printed name	Timothy Hubalik	Date	4/26/2007

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
REVOCATION AND APPOINTMENT OF POWER OF ATTORNEY

Commissioner for Patents
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Sir:

The undersigned GfK US Holdings, Inc. a corporation organized and existing under and by virtue of the laws of Delaware, having its principal place of business at 1201 North Orange Street, Suite 781, Wilmington, Delaware 19801, hereby revokes any and all Powers of Attorney heretofore granted in connection with the patent applications identified in Schedule A attached hereto and appoints Jamison E. Lynch (Reg. No. 41,168), Victoria Friedman (58,853), Joseph A. Mahoney (Reg. No. 38,956), Lawrence S. Pope (26,791), Vera A. Nackovic (59,388), Deborah Schavey Ruff (Reg. No. 33,770) and Donald W. Rupert (Reg. No. 29,794), all of the firm of Mayer, Brown, Row & Maw LLP, customer no. 26565, located at 71 S. Wacker Drive, Chicago, Illinois 60606, as its attorneys, with full power of substitution and revocation, to prosecute each matter, to transact all business in the Patent and Trademark Office in connection therewith, to receive all documents from the Patent and Trademark Office, and the undersigned requests that all correspondence from the Patent and Trademark Office concerning these issued patents and patent applications be addressed to:

Victoria Friedman
(Reg. No. 58,853)
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(312) 701-8178
CUSTOMER NO. 26565

By: 

Name: Roland F. Fuerst

Title: Executive Vice President and Secretary

Date: April 25, 2007



SCHEDULE A

PATENT	APP./PATENT. NO.
SYSTEM AND METHOD FOR CORRELATING MARKET RESEARCH DATA BASED ON ATTITUDE INFORMATION	10/701580
SYSTEM AND METHOD FOR CORRELATING MARKET RESEARCH DATA BASED ON SALES REPRESENTATIVE ACTIVITY	10/701751
SYSTEM AND METHOD FOR IDENTIFYING INDIVIDUALS OF INFLUENCE	10/757166